Virtual Exhibit & Sponsorship Opportunities

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Virtual Booth Rates

BPC Member
$1,460

Non-Member
$1,745
What’s Included in Your Virtual Booth

- Custom company profile:
  - Company name and logo (500x500)
  - Two attendee call-to-action buttons (one email-based and one URL-based)
  - Opportunity to provide a company description
  - Opportunity to add unlimited attachments and external links
- Opportunity to participate in NAHRO’s gamification feature to generate leads and increase visibility
- Opportunity to provide a banner ad (950x380), which will rotate on the desktop and mobile app versions of the event platform

- Logo recognition on the NAHRO National Conference website and walk-in session screen
- Two (2) complimentary conference registrations
- Ability to network with attendees
- One (1) pre- and post-attendee list (1 week before and after event, emails included)
- Post-show reporting provided by NAHRO
- Access to platform up to 30 days after event ends

View a quick tour of the platform
Rotating Banner (Desktop/Mobile)
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Inventory</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAHRO Pre-conference Emails <em>(limited to one sponsor per email)</em></td>
<td>11</td>
<td>$1,000</td>
</tr>
<tr>
<td>NAHRO Conference Emails <em>(limited to one sponsor per email)</em></td>
<td>3</td>
<td>$1,500</td>
</tr>
<tr>
<td>Day 1: The Washington Report Plenary Session</td>
<td>1</td>
<td>$7,500</td>
</tr>
<tr>
<td>Day 2: Afternoon Plenary Session</td>
<td>1</td>
<td>$7,500</td>
</tr>
<tr>
<td>Day 2: Diversity Plenary Session</td>
<td>1</td>
<td>$7,500</td>
</tr>
<tr>
<td>Day 2: Networking Reception</td>
<td>1</td>
<td>$8,500</td>
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<tr>
<td>VIP Attendee Welcome Package <em>(limited time offer; must book by October 5)</em></td>
<td>1</td>
<td>$8,500</td>
</tr>
<tr>
<td>Express Talks or Experiences <em>(15-minute pre-recorded or live session/experience)</em></td>
<td>6</td>
<td>$5,000</td>
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<tr>
<td>Concurrent Session Sponsor</td>
<td>12</td>
<td>$2,000</td>
</tr>
<tr>
<td>Custom Opportunities</td>
<td>Call for availability</td>
<td></td>
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</tbody>
</table>
NAHRO Online: 2020 National Conference
November 17-18

Questions?
Pat Price, Sales Manager | pprice@townsend-group.com | 202-367-2462